

# LinkUp NewsLink

Spring 2001

INFORMATION FOR BUSINESSES USING RECYCLED MATERIALS IN THEIR PRODUCTS

## IN THE NEWS

From a national home décor magazine to a local lifestyle publication, **LinkUp** and its partners were in the news these last few months.

**Double coverage.** Two **LinkUp** partners were in back-to-back issues of *Metropolitan Living* recently. Custom Handweaving appeared in January, followed by TriVistro in February. Both were featured in this local magazine's "Sound Environments" column.

**Statewide recycling.** The *Daily Journal of Commerce* recognized **LinkUp** in its coverage of a Washington State Department of Ecology study on recycling. The publication reported on a drop in statewide recycling — from 40 percent in 1995 to 33 percent in 1999, attributed in part to weaker participation by business. (For a look at King County's recycling record, see related story, over.) The paper cited **LinkUp** as one way to show businesses that recycling is good for the environment and the bottom line.

**Forty pounds of glass.** TriVistro Corporation's innovative line of recycled tumbled glass was featured recently in *American Homestyle*, a national home and garden publication. Forty pounds of the opaque pebbles were shipped to the magazine's New York offices for a photo shoot. The results can be seen on page 34 in the April issue.

**Award of Excellence.** In February, **LinkUp** received an Award of Excellence from the Public Relations Society of America, Puget Sound chapter. The award recognized the quality and effectiveness of the program's launch to the business community.

## *U.S. Cold Patch: Patented pothole fix takes off*

Potholes can be a volatile issue for many reasons. Not only do large potholes cause vehicle damage and add to roadway erosion, but the most commonly used cold-asphalt products contain volatile solvents, such as kerosene, naphtha and jet fuel. When typical cold-asphalt materials are used, these solvents are released into the atmosphere and into storm-water runoff.

Enter U.S. Cold Patch, a dry, odorless compound for pothole patching and concrete repair. Its manufacturer, Y.K. Products, LLC, of Everett, is the newest **LinkUp** partner.

### *High recycled content*

"U.S. Cold Patch doesn't contain the added volatiles that other products use to prevent them from hardening before application," says John Ackerman, manager, Y.K. Products. "And it contains up to 70 percent recycled asphalt, compared with little, if any, that other cold asphalts use."

As far as Ackerman is aware, his product is the only cold-patch product in the United States containing such high recycled content.

Most street repairs are made with "hot" asphalt, which must be delivered to the job site within a fixed period of time or continually heated so that it doesn't harden before it is applied. It is cumbersome and expensive to use on small street repairs, so engineers rely on "cutback" or "cold-patch" products as a temporary solution.

Typical cutback asphalts are made by "cutting" or blending hot asphalt with petroleum solvents to prevent the asphalt from solidifying before it is applied. Once applied to the roadway, though, these solvents evaporate into the atmosphere and can be carried away in storm-water runoff.

### *Minimal release of toxics*

U.S. Cold Patch relies upon compaction, not evaporation, to harden, which greatly minimizes or eliminates the release of toxics. Because it is both dry and odorless, it is safer for crews to use. And its pliable, sandlike



Kim Zumwalt

*John Ackerman, Y.K. Products, inspects a shipment of U.S. Cold Patch, an innovative recycled-content cold asphalt.*

quality makes it easier to handle. Application is faster, easier and cleaner.

"Cold asphalt, used for patching potholes all over the world, is seen as a temporary fix," says Ackerman. "Traditionally, if the patch material contained large amounts of cutback solvents, it could not be paved over. You had to remove it first. Our product provides a permanent patch that can be paved over immediately."

### *Overwhelming response*

Since production began last August, U.S. Cold Patch has been used by about 25 government agencies and municipalities, including Seattle, Tacoma, Bellevue and Edmonds. It is now available at several major hardware stores in 50-pound bags for homeowners.

As a result of the company's fast growth, the **LinkUp** team is working with Ackerman to create a business expansion plan.

"The amount of used asphalt out there is huge," says Ackerman, "but most asphalt plants aren't set up to use a lot of recycled material. It's a very difficult mixing process. U.S. Cold Patch was created to use this tremendous resource and develop a more environmentally friendly product."

**NewsLink** is published quarterly by the King County Commission for Marketing Recyclable Materials as part of the **LinkUp** program. For information about **LinkUp**, contact Erv Sandlin at (206) 296-0233 or [erv.sandlin@metrokc.gov](mailto:erv.sandlin@metrokc.gov), or go to <http://dnr.metrokc.gov/market/linkup>.



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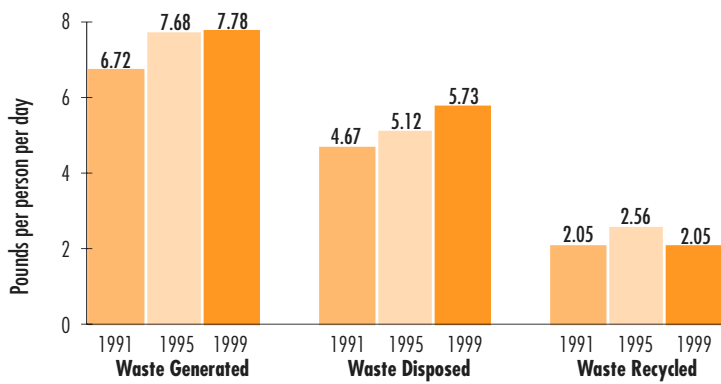
## LinkUp is adding partners!

**LinkUp** provides eligible businesses with free technical and marketing support. Download an application form at <http://dnr.metrokc.gov/market/linkup> or call (206) 296-0233.

FAST FACTS

Trend shows opportunity for recycling

The amount of waste generated and disposed of in Washington state is on the rise, but not so for recycled waste. In 1999, about 2 pounds of waste per person was recycled daily, down from about 2½ pounds in 1995.



Source: Washington State Department of Ecology

SPOTLIGHT ON KING COUNTY

DataLink: connecting businesses to resources

An easy-to-use, customized database outlining resources available from more than 100 local and national organizations and businesses is up and running. The new service, provided by King County’s LinkUp program, is called DataLink.

DataLink’s online format allows users to find solutions to specific business needs 24 hours a day. The database brings together a wealth of resources — from funding and tax incentives to job training, site selection and fast-track permitting. Contact information — names, telephone numbers and websites, where available — is included for each resource. For recycling-based businesses and processors, it is Puget Sound’s most complete source of this type of information.

To access this new resource, visit the LinkUp website at <http://dnr.metrokc.gov/market/linkup> and select DataLink.

County recycling record remains stable

King County’s overall recycling rate remained stable at 39 percent in 1999, avoiding a statewide dip in recycling rates. The county scored well with curbside recycling,

with nearly half of all household waste recycled.

About 253,000 King County households (which includes single-family households countywide, except those in Seattle) recycled 47 percent of their residential waste. Curbside recycling tonnage increased 7.2 percent over 1998 — from 175,800 tons to 188,500 tons.

What keeps recycling strong in King County? County officials cite effective public education programs, innovative public/private partnerships and well-established and growing markets for recycled products.

Purchasing program is a winner

King County’s Environmental Purchasing Program assembles information on recycled and environmentally preferable products and makes it available to county agencies. Last year, county agencies spent \$3.5 million on these products. Not only did this effort increase support for recycled material, but it also saved \$575,000. The program recently received the 2000 “Recycling at Work — Buy Recycled” Award from the U.S. Conference of Mayors. For more information, call (206) 263-4279.

CHECK IT OUT!

INFLUENCE THE FUTURE

Roundtable meetings to help shape the state’s solid waste plan will be held April 17, May 22 and June 12 at Highline Community College in Seattle. Call (360) 738-3112 or send an e-mail to [resolution@resolution-services.com](mailto:resolution@resolution-services.com) for more information.

MARK YOUR CALENDARS

Two recycling conferences are upcoming. The Washington State Recycling Association’s annual conference and trade show will be held May 6–9 in Yakima. Call (206) 244-0311 or send an e-mail to [wsra@wsra.net](mailto:wsra@wsra.net) for more details. This fall, the National Recycling Congress will be held in Seattle Sept. 30–Oct. 3. Register online at [www.nrc-recycle.org](http://www.nrc-recycle.org).

SUSTAINABLE BUSINESS LINKS

Learn how other businesses are using eco-efficient practices to cut costs and increase revenue. At [www.sustainablebusiness.com](http://www.sustainablebusiness.com), an “insider” link provides access to articles culled from more than 35 trade publications, and a business-opportunities link connects companies with potential investors, partners and distributors.

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Alternate formats of this newsletter are available upon request.

Department of Natural Resources  
Commission for Marketing  
Recyclable Materials  
201 South Jackson Street, Suite 702  
Seattle, Washington 98104

